

Governor's Council on Small Business

Progress Report November 2007

Access to Affordable Healthcare Sub Committee: David Steele

Recommendations	Progress
<p>Eliminate statutory and regulatory barriers to Health Care Group enrollment</p> <p>Identify key strategic partnerships and market strategies to increase Health Care Group enrollment</p> <p>Develop innovative benefit designs that provide flexible consumer driven health care to help control the costs of providing health care coverage</p> <p>Provide incentives and broader solutions to improved health care coverage for small businesses with an emphasis on the uninsured and/or under-insured.</p>	<p>On behalf of the Governor's Council on Small Business and the Governor's Council on Workforce Policy, Commerce engaged Behavior Research Center to evaluate and assess the costs of potential state-sponsored solutions for affordable health care for small businesses based on the council's recommendations.</p> <p>Based upon qualitative and quantitative research, Behavior Research Center, in conjunction with Sellers Feinberg, will identify incentives and innovative solutions to improve healthcare coverage for small businesses, and develop innovative benefit designs to meet the needs of small businesses and to help control the costs of providing health care coverage.</p> <p>An interim report will be provided at the GCSB Council meeting scheduled for November 9.</p>

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Access to Financial Capital: Barbara Bruce

Outreach, Communications and Marketing Sub Committee: Joann Hardy Carranza

Recommendations	Progress
Enhance Commerce's Small Business Website linking state, regional and local resources and establish a central location for business financing information	<ul style="list-style-type: none">• Under the leadership of Kathy Rodriguez, Small Business Services, Commerce is updating its Small Business website, in particular the online Step-by-Step Checklist program. This online program creates a customized step-by-step checklist, provides links to business forms, telephone numbers and addresses of licensing agencies.• Local non-profit small business service providers (SELF, MAC, PPEP, NEDCO, Prestamos, Tucson Urban League) are participating in the Arizona Service Provider Network; gap analysis in small business lending and cooperation with leaders of financial institutions to commence in 2008.• Upon further development of the Small Business Services (SBS) website, an icon will be provided to state agencies, the Arizona Service Provider Network, economic development entities, municipalities to be linked to the SBS website.
Develop a Marketing Strategic Plan to inform small businesses of existing financial and educational resources and promote small business educational and statewide outreach opportunities to small business	<ul style="list-style-type: none">• The Payson Town Hall has been scheduled on November 29 from 7:30 to 9:30 a.m. at the Payson Public Library in collaboration with the Payson Regional Economic Development Corporation, Rim Country Regional Chamber of Commerce and Gila Community College Small Business Development Center. Topics of discussion are senior workforce involvement, renewable energy programs, programs and services available to small businesses. Tentatively, Town Halls in Casa Grande and Flagstaff are planned for spring 08 and summer 08.• Arizona Service Provider Network:<ul style="list-style-type: none">o On November 14, Service Providers from Phoenix and Tucson will meet at the Central Arizona College in Casa Grande for a day of strategic alignment discussions and networking.o Phoenix and Tucson Brochures have been made available for quick reference between the Service Providers.o The statewide service matrix, outlining services, target clients, geographic representation and contact information, to serve as a tool for further alignment and effective delivery of services has been further updated.o In collaboration with the Arizona Service Provider Network, a statewide event calendar targeted for small businesses is hosted on Commerce's website at http://www.azcommerce.com/BusAsst/Events/

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Enhance rural community outreach	<ul style="list-style-type: none">• Recently the Governor's Office and Governor's Council on Workforce Policy provided six of the Local Workforce Investment Boards with funding to continue their business outreach efforts.• The Governor's Council on Workforce Policy, in conjunction with Commerce's Job Training and Workforce department has been providing training to Small Business Development Centers and Workforce One-Stop Centers statewide.• Commerce's Small Business Services participated in extensive workshops at the Small Development Centers located in Phoenix, Tucson, Sierra Vista and Kingman explaining Commerce's programs, in particular the Arizona Job Training Grant.• Commerce's Small Business Services presented at the 3rd Globe Economic Development Summit; providing an overview of services, programs and grants available to businesses.
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Workforce Development for Small Business Sub Committee: Rosiland Moore

Recommendations	Progress
Increase awareness and knowledge of existing resources	<ul style="list-style-type: none">• Commerce's Workforce and Job Training department has been providing specific Arizona Job Training Grant education to Small Business Development Centers and One-Stop Workforce Centers statewide.• The Governor's Council on Workforce Policy and Commerce has joined forces with the Arizona Association of Economic Development to host an event on generating strategic alliances between workforce and economic development (11/16/07).• Further efforts are listed under Outreach, Communications and Marketing Sub Committee Progress. Events are listed at http://www.azcommerce.com/BusAsst/Events/.
Research transportation and short-term or emergency childcare options available statewide for small businesses	<ul style="list-style-type: none">• On the Commerce website under the Workforce Development, the Small Business Resource webpage created last September has been updated to include:<ul style="list-style-type: none">o www.azdes.gov: The Department of Economic Security (DES) Child Care Administration administers child care assistance programs that are funded with state and federal monies to help parents and caretakers with the cost of child care services. DES Child Care eligibility requirements vary with each program. To access information about DES Child Care Assistance Programs, including how to apply for services and to view a statewide local office listing, click on the Child Care link. To access the Application for DES Child Care Assistance (CC-001), click on the Forms Download Center link to access and download the application and other links.• Transportation options and initiatives, such as "Arizona Rides" are currently being researched.• Research on jobs benefiting from flexible work arrangements is currently being evaluated• Strategic marketing plan and outreach plan currently under development and to be executed once resources, fact sheets, websites, etc are available.
Identify job training, apprenticeship, education programs for small businesses	<ul style="list-style-type: none">• Identification of best practices by small business in Arizona that offer job training and apprenticeship programs segmented by industry to commence soon.
Identify and promote corporate underwriting and capacity development programs targeted to small business	<ul style="list-style-type: none">• APS AAAME (Academy for the Advancement of Small, Minority and Women Owned Enterprises) program to be promoted through the Arizona Service Provider Network• Exploration of increased awareness of corporate support and programs to aid small business to commence soon.

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